

IN THE CLAIMS

Please amend claims 1, 14, 25-31, and 96 as indicated below.

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1. (Currently Amended) A self-targeting coupon comprising:  
a first field presented on a display of a computer, the first field comprising at least one question and a response area, wherein the response area includes one or more responses, each of the one or more responses being on removable concealer; and  
one or more additional fields presented on the display concealed by removable concealer, wherein selection of one of the one or more responses by an individual in response to the at least one question instantaneously reveals information referring to the one or more additional fields concealed by the removable concealer on the display.
  2. (Original) The self-targeting coupon of claim 1 wherein selection of one of the one or more responses is unchangeable.
  3. (Original) The self-targeting coupon of claim 1 wherein the response area comprises a plurality of responses.
  4. (Original) The self-targeting coupon of claim 3 wherein the information indicates one or more areas of the one or more additional fields to select.
  5. (Original) The self-targeting coupon of claim 4 wherein the information comprises an indication of the area of the one or more additional fields.
  6. (Previously Amended) The self-targeting coupon of claim 4 wherein the one or

more areas of the one or more additional fields are covered with removable concealer.

7. (Original) The self-targeting coupon of claim 6 wherein the information comprises a value.

8. (Original) The self-targeting coupon of claim 6 wherein the information comprises a symbol.

9. (Original) The self-targeting coupon of claim 6 wherein the information comprises a direction.

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10. (Original) The self-targeting coupon of claim 6 wherein the information comprises one of the group that includes: a color, a font, a shape, an art work, a form, and a characteristic.

11. (Previously Amended) The self-targeting coupon of claim 1 wherein the at least one question comprises a plurality of questions, each of the plurality of questions associated with a distinct set of responses in the response area, each response in each of responses being on a removable concealer, wherein an individual selects one response in each set of responses by removing the removable concealer thereon to reveal the information to determine an area of the one or more additional fields to select.

12. (Previously Amended) The self-targeting coupon of claim 11 wherein the plurality of responses to the plurality of questions indicates an individual preference.

13. (Previously Amended) The self-targeting coupon of claim 11 wherein information under the removable concealer of more than one of the plurality of responses to the

plurality of questions is required to determine an area of the one or more additional fields to select.

14. (Currently Amended) A method of targeting a coupon comprising:  
selecting a response in a first field displayed on a display of a computer, the first  
field including at least one question and at least one response on top of a  
removable concealer;  
removing the removable concealer to reveal information on the display indicating  
an area of a second field to select; and  
revealing information by removing additional removable concealer from the  
indicated area of the second field on the display.

15. (Original) The method of targeting a coupon of claim 14 wherein removing the  
removable concealer comprises removing the removable concealer to reveal information  
indicating an area of a plurality of fields to select.

16. (Original) The method of targeting a coupon of claim 14 wherein revealing  
information comprises revealing information by removing additional removable  
concealer from the indicated area of the plurality of fields.

17. (Previously Amended) The method of targeting a coupon of claim 14 wherein  
revealing information includes revealing a value to an individual.

18. (Previously Amended) The method of targeting a coupon of claim 14 wherein  
revealing information includes revealing a direction to an individual.

19. (Previously Amended) The method of targeting a coupon of claim 14 wherein revealing information includes revealing a symbol to an individual.

20. (Original) The method of targeting a coupon of claim 14 wherein revealing the information to the individual includes revealing one of the group that includes: a color, a font, a shape, an art work, a form and a characteristic.

21. (Original) The method of targeting a coupon of claim 14 wherein revealing the information to the individual includes not revealing a value to the individual.

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22. (Original) The method of targeting a coupon of claim 13 wherein revealing the information to the individual includes not revealing a direction to the individual.

23. (Original) The method of targeting a coupon of claim 14 wherein revealing the information to the individual includes not revealing a symbol to the individual.

24. (Original) The method of targeting a coupon of claim 14 further comprising:  
selecting more than one response on top of removable concealer in the first field;  
removing the removable concealer under each of the selected responses to  
reveal information indicating more than one area of a second field to select;  
and  
using the information revealed by removal of the removable concealer under more  
than one of the selected responses to determine the area of the second field  
to select.

*and*  
*25*  
25. (Currently Amended) A method of grading scoring a coupon comprising:

scanning a coupon including a first field having at least one question and at least one answer on top of a removable concealer and a second field;  
ensuring that a predetermined number of answers corresponding to the number of questions in the first field is selected in the first field by removal of the removable concealer; and  
ensuring that only a predetermined number of areas is selected by removal of removable concealer in the second field.

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26. (Currently Amended) The method of grading scoring a coupon of claim 25 further comprising:  
ensuring that the area selected in the second field is indicated by the information revealed by the removal of the removable concealer in the first field.

27. (Currently Amended) The method of grading scoring a coupon of claim 25 further comprising:  
ensuring that the area selected in the second field is NOT indicated by the information revealed by the removal of the removable concealer in the first field.

28. (Currently Amended) The method of grading scoring a coupon of claim 25 further comprising:  
characterizing the coupon by information revealed by the removal of removable concealer in the second field.

29. (Currently Amended) The method of grading scoring a coupon of claim 28 wherein characterizing the coupon further comprises:

assigning a value to the coupon based on information revealed by the removal of removable concealer in the second field.

30. (Currently Amended) The method of grading scoring a coupon of claim 28 wherein characterizing the coupon further comprises:

assigning a quantity to the coupon based on information revealed by the removal of removable concealer in the second field.

31. (Currently Amended) The method of grading scoring a coupon of claim 28 wherein characterizing the coupon further comprises:

assigning a free item to the coupon based on information revealed by the removal of removable concealer in the second field.

32. - 95. (Withdrawn)

96. (Currently Amended) A method for delivering coupons based on information gathered from a participant comprising:

contacting a server over a network;

selecting a response in a first field displayed on a display of a computer, the first

field being provided by the server over the network including at least one

indication of preference printed on top of removable concealer;

removing the removable concealer to reveal information on the display indicating another area to select;

selecting the indicated area in another field on the display;

revealing information of use to an individual by removing additional removable

concealer from the indicated area of the field on the display; and

downloading the information of use to the individual over the network.

97. (Original) The method defined in claim 96 further comprising printing out the downloaded information.

98. (Original) The method defined in claim 96 wherein the information of use to the individual is downloaded to a printing apparatus.

99. (Original) The method defined in claim 96 further comprising controlling the downloaded information to prevent multiple printing of the downloaded information using a print limit.

100. (Original) The method defined in claim 99 wherein the printing limit is included in a server code limiting the number of downloads permitted to a specific computer.

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